

Amendments to the Claims:

This listing of the claims replaces all prior versions, and listings, of the claims.

1. (Currently amended) A toothbrush head having nylon bristles projecting therefrom in a bristle direction, each bristle having an end proximate to the head and an end distanced from the head, wherein the head incorporates a mass of a visco-elastic polyurethane gel material which has a hardness of less than 10 Shore A in the form of a pad having a thickness, and at least a part of a bristle adjacent its end proximate to the head being embedded in the mass of polyurethane gel material, and wherein the polyurethane gel material bonds to the nylon bristles, and the ends of the bristles are mounted with their ends proximate to the head disposed part way through the thickness of the mass of polyurethane gel to thereby provide a flexible mounting for the bristles.

2. (Cancelled)

3. (Cancelled)

4. (Currently amended) A toothbrush head according to claim 3 1 wherein the polyurethane gel material has a hardness of less than 2 Shore A.

5. (Cancelled)

6. (Previously Presented) A toothbrush head according to claim 1 wherein the mass of polyurethane gel material is at least partly covered by an elastic film coating which can deform elastically as the polyurethane gel mass deforms under the influence of force.

7. (Previously Presented) A toothbrush head according to claim 6 wherein the film coating is a polyurethane film.

Claim 8-9 (Cancelled).

10. (Previously Presented) A toothbrush head according to claim 1 further comprising a frame of a hard plastics material by which the mass of polyurethane gel material is supported.

11. (Previously Presented) A toothbrush head according to claim 10 wherein the hard plastics material is a polypropylene, polyamide or acrylonitrile butadiene styrene.

12. (Withdrawn) A process for making a toothbrush head having bristles projecting therefrom in a bristle direction, each bristle having an end proximate to the head and an end distanced from the head, the head incorporating a mass of a gel or polyurethane material, and at least a part of a bristle adjacent its end proximate to the head being embedded in the mass of gel material or polyurethane material.

13. (Withdrawn) A process according to claim 12 *characterised* by:

(1) providing a mould having a mould cavity suitable for forming the mass of a gel material in, and having at least one aperture leading from said cavity toward the exterior of the mould and being suitable for the insertion therethrough of at least one toothbrush bristle such that an end of the bristle projects into the cavity,

(2) depositing a coating-forming material on the inner surface of the cavity,

(3) inserting at least one bristle through said aperture so that an end of the bristle extends into the cavity,

(4) introducing a gel material into the cavity such that at least part of the bristle extending into the cavity becomes embedded in the gel material and the coating-forming forms a coating around at least part of the mass of gel material.

14. (Withdrawn) A process according to claim 13 *characterised* in that the coating-forming material is deposited on the inner surface of the cavity before the insertion of the one or more bristle through the aperture.

15. (Withdrawn) A process according to claim 13 *characterised* in that plural bristles are bundled together to form a tuft, and an end of the tuft is melted by heat so that the ends fuse into a blob and are then allowed to cool and solidify.

16. (Withdrawn) A process according to claim 13 *characterised* in that the proximate end of the tuft is inserted through the aperture to a distance such that some unfused bristles are present within the mould cavity so that when the gel is introduced into the cavity the gel can infiltrate between the unfused bristles.

17. (Withdrawn) A process according to claim 13 *characterised* in that the gel material is injected under pressure into the mould in a conventional injection moulding process in a hot fluid state and allowed to cool to achieve its final gel state.

18. (Withdrawn) A process according to claim 13 *characterised* in that the gel material is introduced into the mould as a fluid precursor which needs to undergo a chemical reaction to cause it to set into its final gel state.

19. (Withdrawn) A process according to claim 17 *characterised* in that the gel material is injected or its precursor is introduced into the mould cavity at such a pressure and in such a fluid state that it infiltrates between the individual bristles in a tuft.

20. (Withdrawn) A process according to anyone of claims 13 to 19 *characterised* in that the gel material with the tufts embedded therein is made as a separate part from the hard plastic part(s) of the toothbrush head and this formed mass of gel with the tufts embedded therein is then fixed into the head.

21. (Withdrawn) A process according to claim 13 *characterised* in that at least part of the head of the toothbrush is enclosed within the mould cavity, and the gel or its precursor is then introduced into the mould to form the gel mass *in situ* in position on the head.